

SAFER TOURISM FOUNDATION

England & Wales · Charity number 1168944

Details

Status Registered

Legal form Charitable company

Company number [09670319](#)

Registered 2016-08-26

Register [View on the Charity Commission register](#)

Contact

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Astolat
Coniers Way
Guildford
GU4 7HL

Phone 07773716887

Email katherine.atkinson@safertourism.org.uk

Website www.safertourism.org.uk

Activities

Objects: TO PROTECT AND PRESERVE THE HEALTH AND SAFETY OF PERSONS THROUGHOUT THE WORLD FOR THE PUBLIC BENEFIT AND IN PARTICULAR, BUT WITHOUT LIMITATION, WITH REGARD TO THE RISKS ASSOCIATED WITH TRAVEL.

Activities: The charity's aim is to reduce the number of preventable deaths, injuries and illnesses occurring to British tourists travelling abroad. We work with the travel industry to improve health and safety for travellers, and we raise awareness of risk amongst the travelling public so that people can help to keep themselves safe and well when they are on holiday.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£54,920	£103,847	-	-
2024-03-31	£37,509	£106,423	-	-
2023-03-31	£6,955	£91,255	-	-
2022-03-31	£23,866	£91,487	-	-
2021-03-31	£54,373	£87,981	-	-

Trustees

Name	Role	Appointed
Charlotte Newman		2025-07-16
Claire Michelle Mulligan		2025-07-16
Colin James Parselle		2020-12-01
Edward Deason		2019-10-15
Gillian Kathleen Harvey		2025-07-16
Janet Lesley Russell		2017-07-13
Jeremy David Lord Laight		2025-07-16
Paul Andrew Carter		2022-01-13

SAFER TOURISM FOUNDATION

England & Wales - Charity number 1168944

Accounts

Safer Tourism Foundation

(A company limited by guarantee)

Report and Financial Statements

For the Year Ended 31 March 2025

Charity Number: 1168944

Company Registration Number: 09670319

SAFER TOURISM FOUNDATION

Contents

Contents

Board of Trustees and Professional Advisers	3
Report of the Trustees	4
Independent Examiner's Report to the Trustees of Safer Tourism Foundation	7
Statement of Financial Activity for the year ended 31 March 2025	8
Balance Sheet as at 31 March 2025	9
Statement of Cash Flow for the year ended 31 March 2025	10
Notes forming part of the Financial Statements for the year ended 31 March 2025	11-15

SAFER TOURISM FOUNDATION

Board of Trustees and Professional Advisers

Charity Registration Number: 1168944

Company Registration Number: 09670319

Trustees

Ailles, Ian Simon

Allis, Anne

Carter, Paul Andrew - Chair appointed 1st April 2024

Deason, Edward Lytton

Lagerweij, Hans Bernard

Parselle, Colin James

Russell, Janet Lesley

Chief Executive Officer

Atkinson, Katherine

Registered Office

Astolat
Coniers Way
Guildford
Surrey
GU4 7HL

Accountants

ExcluServ Limited
133 Deepcut Bridge
Camberley
Surrey
GU16 6SD

Banker:

National Westminster Bank
151 High Street
Guildford GU1 3AH

Independent examiner

Michael Webb FCCA
Haines Watts Swindon Limited
Old Station House, Station Approach
Swindon
SN1 3DU

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Introduction

This report details the activities, achievements, plans and performance of the Safer Tourism Foundation, a UK based charity established after the deaths of two children, Bobby and Christi Shepherd, who died from carbon monoxide poisoning whilst on holiday in Corfu in 2006. Bobby and Christi's mother, Sharon Wood, worked with Thomas Cook to develop the Safer Tourism Foundation as a positive legacy from this tragedy. Thomas Cook provided the initial funding for the charity.

Public Benefit

The Safer Tourism Foundation works to reduce the number of preventable deaths, injuries and illnesses occurring to British tourists. This is encapsulated in the charity's mission statement:

"To save lives and reduce preventable harm to people on holiday."

The Safer Tourism Foundation aims to influence the practices of a range of organisations within and related to the travel industry to help reduce the risks to tourists. This is done by working directly with travel companies to understand the risks faced by their customers and the procedures in place to mitigate those risks, by encouraging greater collaboration within the industry and with experts outside it, and by building the evidence base of incidents and accidents occurring to tourists in order to identify and prioritise areas for action.

The charity also aims to raise awareness amongst the travelling public of the risks they may face on holiday abroad and how better to manage those risks to keep themselves and their families safe and well. Evidence gathered from travel companies and others suggests that personal decision making and behaviour plays an important role in many accidents occurring abroad and so the Safer Tourism Foundation aims to raise awareness of this and to change traveller behaviour through targeted consumer campaigns and by providing practical, no nonsense advice aimed at a wide range of travellers and holiday types / activities.

The Safer Tourism Foundation works with a wide range of other organisations with expertise relevant to its charitable purposes, including the Consular Service at the Foreign, Commonwealth and Development Office, with industry associations, with organisations working in the field of carbon monoxide awareness and with other charities whose objectives align with our own.

Performance and Future Plans

This reporting period saw a continued increase in activity and public profile for the charity, and an expansion of the Safer Tourism Pledge programme with easyJet Holidays and Simpson Travel becoming new Pledge partners.

We continue to be data driven and we gathered the second (post pandemic) annual collection of anonymised customer incident data from Pledge partner companies and additional operators yet to become Pledge partners.

The findings from this larger dataset (which represented 10.6M traveller journeys) were presented to all data contributors at an event generously hosted by TUI in Luton in October, with participants keen to explore some of the main themes from the dataset. For the first time we identified extreme heat as an increased factor in causing or exacerbating traveller illness and injury, and we developed a deep dive session entitled Hotter Holidays which we delivered twice in the first half of 2025 (the first session kindly hosted by Intrepid in Brixton, and the second hosted by British Airways Holidays in Crawley). Participants identified actions they could take immediately to reduce the risks of heat-related incidents.

As part of the data analysis, we identified an opportunity to develop better ways to record and categorise customer incidents and were grateful to colleagues from Audley Travel, British Airways Holidays and Travelopia for working with us to develop a model taxonomy of incident classification, and also for hosting the working group meetings at Audley and BA Holidays' offices. We were joined in this group by David Atkin (Sanderson Phillips), reflecting a very welcome and constructive new partnership with Atkin Jones. Thank you to them for choosing Safer Tourism as their chosen charity for the year and for the additional donations made to reflect that commitment.

Another very welcome new partnership during the year was confirmed with the Latin American Travel Association (LATA), and we delivered the Holiday Head presentation online to LATA's members in September. Safer Tourism is now working regularly with Atkin Jones and the TRIP Group to help deliver risk and safety insight and expertise to LATA's members.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

Our campaigns and communications activity also stepped up a gear during this reporting period. We worked extensively through the year with Cathy Foley to support the Pack Safe Appeal, in memory of Cathy's son Hudson, who died aged 24 from carbon monoxide poisoning whilst at a homestay in Ecuador in August 2023. The Pack Safe Appeal launched in August 2024, a year after Hudson's death, with live coverage on BBC Breakfast and a formal partnership with Safelincs, which is now distributing travel-friendly carbon monoxide (CO) alarms through the Safer Tourism website (Pack Safe page).

We continued to work actively on the Pack Safe Appeal during the latter part of the year, supporting the call by Dr Al Pinkerton MP for the travel advice provided by the FCDO to include more robust and visible advice on the risks of CO poisoning (and the benefits of travellers taking their own alarm). Following a parliamentary roundtable hosted by the All Party Parliamentary CO Group in December, a Westminster Hall debate was secured for February and the FCDO advice changed almost immediately afterwards. We are grateful to everyone who played a part in bringing this issue to greater attention amongst British travellers; there is more to do, however, and the Pack Safe Appeal continues to deliver practical change against ambitious campaign aims.

The theme of food related allergy continues to be an important one for Safer Tourism, as there are cases of fatal anaphylaxis amongst travellers every year. Following our specialist workshop on this subject in March 2024 we continued to develop our relationships with experts in the field during 2024-5, including Dr Paul Turner at Imperial College, who produced the new guidance for the Civil Aviation Authority on the management of food allergies on airlines. We were also delighted to meet Georgie Palmer, whose family experienced the impact of food allergy risk management on a family holiday in May 2024. Georgie has kindly agreed to be our brand ambassador for future campaigning work on food allergies. Life threatening food allergy risk (and risk management) continues as a major theme for our work during 2025-26.

Our media presence improved significantly during the year, with coverage on a range of issues in traditional media including broadcast coverage on BBC and ITV, travel trade titles such as Travel Weekly, TTG and Travel Daily News, and in specialist outlets such as International Travel Insurance Journal and Snack Safely, as well as national media such as the Telegraph, the Mirror and i Paper. Special thanks to the journalists who have helped spread our important messages to travellers and travel industry professionals, including Samantha Mayling (Travel Weekly), Sally Peck (Telegraph) and Sophie Lam (i Paper) all of whom covered multiple stories.

We should like to offer our sincere thanks to all of our Pledge partners and our other partners for all of their support during the year, both financial and non-financial (e.g. the use of meeting rooms). Thank you also to the Foreign, Commonwealth and Development Office for a constructive ongoing relationship (including as a Travel Aware partner) and especially this year for responding so promptly to the request for a change to travel advice in relation to carbon monoxide risk.

Financial Summary

The charity's total expenditure for the year was £103,847. There were three sources of income: £37,500 was received in contributions from Safer Tourism Pledge partner companies (tour operators); £500 was received from non-Pledge partnerships and donations; and £16,920 was generated through accrued interest from the charity's investment of its reserves. The overall deficit for the year was £48,927.

The charity operates a Nat West current account for day to day expenditure. The charity's reserves are spread between a number of fixed rate charity savings accounts, in line with our investments and reserves policies (which are reviewed annually). Decisions about investment accounts are made jointly by the Chief Executive, Treasurer and Chair.

The vast majority of charitable expenditure was used to deliver two strategic objectives: influencing the travel industry and raising public awareness about travel risks.

Free reserves at the year end amount to £388,491.

Risk management

The charity has a comprehensive risk register which includes risks related to reputation, resources, management and governance. This register is updated every quarter and reviewed by Trustees Board at each Board meeting. Each risk is assigned to a lead Trustee and has an action plan for managing the risk.

The key risks for the charity are in relation to the potential to generate and sustain sufficient income for the charity over the long term. Contributions towards the charity's funding provided through the Safer Tourism Pledge programme provide valuable core funding, but these contributions only fund a minority of the charity's expenditure. The staff and Trustees continue to seek additional income through work with other sectors.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

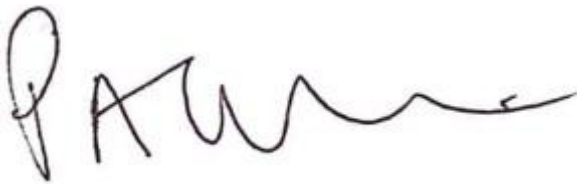
Structure and Governance

The Safer Tourism Foundation is overseen by a Board of Trustees, who act in a voluntary capacity. There are currently seven Trustees, who are recruited through open advertisement (usually through Linked In), and shortlisted against the person spec. All potential Trustees are then interviewed prior to their appointment by the Chief Executive and the Chair. All new Trustees receive key documentation related to the role of a charity trustee and they have an induction meeting with the Chief Executive to brief them on the charity's purpose and strategy. The Board meets four times a year, usually in London. There is a succession plan for all Trustees to ensure further recruitment and a smooth handover at the end of each Trustee's term of appointment.

The Board of Trustees held four meetings during the year, in line with the Foundation's Articles of Association. Paul Carter completed his first full year as Chair.

The Safer Tourism Foundation is a small charity with two staff, each of whom works 0.6 Full Time Equivalent. Staff salaries are reviewed once a year, usually in the summer, with any salary increases taking into account current price inflation, and the charity's financial position (affordability)

This report of the Trustees has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006. It was approved, and authorised for issue by the Board on 23rd October 2025, and signed on its behalf by



Paul Carter
Chairman

SAFER TOURISM FOUNDATION

Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2025

Independent Examiner's Report to the Trustees of Safer Tourism Foundation

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 March 2025 which are set out on pages 8 to 16.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination which gives me cause to believe that:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the Charities SORP (FRS102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Michael Webb FCCA

Haines Watts Swindon Limited
Old Station House
Station Approach
Swindon
SN1 3DU

Date 04 December 2025

SAFER TOURISM FOUNDATION
Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2025

	Notes	Unrestricted 2025 £	Restricted 2025 £	Total Funds 2025 £	Total Funds 2024 £
Income and endowments from:					
Donations and legacies	2	38,000	-	38,000	21,000
Income from investments	3	16,920	-	16,920	16,509
Total income and endowments		54,920	-	54,920	37,509
Expenditure on:					
Charitable activities	4	103,847	-	103,847	106,423
Total Expenditure		103,847	-	103,847	106,423
Net Income/(expenditure) for the year		(48,927)	-	(48,927)	(68,914)
Transfer between funds		-	-	-	-
Net movement of funds		(48,927)	-	(48,927)	(68,914)
Reconciliation of funds					
Total funds brought forward	14	437,418	-	437,418	506,332
Total funds carried forward		388,491	-	388,491	437,418

All recognised gains and losses are included in the above Statement of Financial Activities. All income and expenditure derives from continuing activities.

SAFER TOURISM FOUNDATION

Balance Sheet as at 31 March 2025

	Notes	31-Mar-25 £	31-Mar-24 £
Fixed Assets			
Tangible assets	10	-	-
Current Assets			
Debtors and prepayments	11	31,743	6,089
Cash at bank and in hand	12	361,058	440,788
		392,801	446,877
Creditors: Amounts falling due within one year	13	(4,310)	(9,459)
Net Current Assets /(liabilities)		388,491	437,418
Net Assets /(liabilities)		388,491	437,418
The funds of the charity:			
Restricted Funds	14	-	-
Unrestricted Funds	14	388,491	437,418
Total charity funds		388,491	437,418

For the year ended 31 March 2025 the Charity was entitled to exemption under sections 477 of the Companies Act 2006 relating to small companies. Trustees' responsibilities:

- (i) The trustees have not required the Charity to obtain an audit of its accounts for the year in question in accordance with section 476;
- (ii) The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies' subject to the small companies' regime. They were approved, and authorised for issue, by the trustees on 23rd October 2025 and signed on their behalf by:



Paul Carter
Chairman

SAFER TOURISM FOUNDATION
Notes to the Financial Statements as at 31 March 2017

The notes on pages 10 - 15 form part of these financial statements.

SAFER TOURISM FOUNDATION

Statement of Cash Flow as at 31 March 2025

	31-Mar-25	31-Mar-24
	£	£
Net cash flow from operating activities	(79,730)	(66,935)
Cash flow from investing activities		
Net cash flow from investing activities	-	-
Net increase / (decrease) in cash and cash equivalents	(79,730)	(66,935)
Cash and cash equivalents at 1 Apr 2024	440,788	507,723
Cash and cash equivalents at 31 Mar 2025	361,058	440,788
Cash and cash equivalents consists of:		
Cash at bank and in hand	361,058	440,788
Cash and cash equivalents at 31 Mar 2025	361,058	440,788
	-	-

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	31-Mar-25	31-Mar-24
	£	£
Net income / (expenditure) for year / period	(48,927)	(68,914)
Decrease in debtors	(25,654)	(3,683)
Decrease in creditors	(5,149)	5,662
Net cash flow from operating activities	(79,730)	(66,935)

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

1) Accounting Policies

(a) Basis of preparation of financial statements

Safer Tourism Foundation is a company registered in England and Wales. The address of the registered office is given in the charity information on page 3 of these financial statements. The nature of the charity's operations and principal activities are set out in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Account Practice.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

(b) Company status

Safer Tourism Foundation is a private company limited by guarantee. In the event of the Charity being wound up, the liability in respect of guarantee is limited to £1 per member of the Charity.

(c) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

(d) Income

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Income from the sale of goods and services is recognised on delivery.

Income tax recoverable on Gift Aid donations is recognised at the time of receipt of the donations.

(e) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised when there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

Support costs, which cannot be directly attributed to particular activities, have been apportioned proportionately on a basis consistent with the use of the resources. Governance costs include the costs of servicing the Board of Trustees' meetings, independent examination and strategic planning.

(f) Tangible fixed assets and depreciation

All assets costing more than £150 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets to the nearest month starting in the month of acquisition, at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	3 years
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SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

(g) Debtors and prepayments

Trade and other debtors are recognised at the settlement amount due after any trade discounts. Prepayments are valued at the amount prepaid net of any discounts.

(h) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount to settle the obligation can be measured or estimated reliably.

(i) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(j) Pension contributions

Safer Tourism Foundation does not maintain a staff pension scheme but, instead, contributes to individual staff personal pension plans. The charge to the Statement of Financial Activities represents the amounts payable to the funds during the year.

(k) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The charity is not registered for VAT purposes. Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

(l) Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Grants, donations and legacies

	Unrestricted	Restricted	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Grants and Donations	38,000	-	38,000	21,000
	<u>38,000</u>	<u>-</u>	<u>38,000</u>	<u>21,000</u>

3) Income from investments

	Unrestricted	Restricted	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Interest - deposits	16,920	-	16,920	16,509
	<u>16,920</u>	<u>-</u>	<u>16,920</u>	<u>16,509</u>

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

4) Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Building the evidence	-	11,344	11,344	11,751
Influence travel industry	669	42,541	43,210	43,196
Public awareness	1,022	43,162	44,184	46,430
Evaluation and impact	-	5,109	5,109	5,046
	<u>1,691</u>	<u>102,156</u>	<u>103,847</u>	<u>106,423</u>

5) Allocation of support costs

	Building the evidence	Influence travel industry	Public Awareness	Evaluation and impact	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£	£	£
Governance	385	1,026	1,026	128	2,565	2,910
Staff costs	9,687	38,121	38,742	4,556	91,106	85,234
Finance	1,037	2,765	2,765	346	6,912	6,819
Information technology	44	118	118	15	295	3,619
Office costs	86	230	230	29	575	605
Other	105	281	281	35	703	1,724
	<u>11,344</u>	<u>42,541</u>	<u>43,162</u>	<u>5,109</u>	<u>102,156</u>	<u>100,908</u>

*Basis of support costs allocation is on staff time.

6) Governance costs

	Unrestricted	Restricted	Total Funds 31 March 2025	Total Funds 31 March 2024
	£	£	£	£
Independent examination	1,470	-	1,470	1,140
Trustee expenses	-	-	-	710
Bank charges	102	-	102	52
AGM and board meeting costs	275	-	275	75
Company secretarial and legal fees	718	-	718	933
	<u>2,565</u>	<u>-</u>	<u>2,565</u>	<u>2,910</u>

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

7) Employee remuneration

Payroll Details:	2025 Total £	2024 Total £
Wages and Salaries	85,118	79,904
Social Security Costs	3,575	3,061
Pension contributions	2,413	2,269
	91,106	85,234

	2025 Number	2024 Number
Chief Executive Officer	1	1
Head of Communications and Campaigns	1	1
Total	2	2

No employee received remuneration of more than £60,000.

8) Trustees' and key management personnel remuneration and expenses

No members of the Board of Trustees received or waived any remuneration (2024: £nil). No member of the Board of Trustees received reimbursements of expenses for travel (2024: £710).

The total amount of employee benefits received by key management personnel is £54,051 (2024: £54,299). The charity considers its key management personnel to comprise of the Chief Executive Officer.

9) Related Party Transactions

There were no related party transactions in the current year and prior year.

10) Tangible Fixed Assets

	Computer equipment £	Total 2025 £
Cost:		
At 1 April 2024	2,211	2,211
Additions	-	-
At 31 March 2025	2,211	2,211
Accumulated Depreciation:		
At 1 April 2024	2,211	2,211
Charge for the year	-	-
At 31 March 2025	2,211	2,211
Net book value:		
At 31 March 2024	-	-
At 31 March 2025	-	-

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2025

11) Debtors and prepayments

	31-Mar-25	31-Mar-24
	£	£
Trade Debtors	28,000	3,000
Prepayments and accrued income	3,743	3,089
	31,743	6,089

12) Cash at bank and in hand

	31-Mar-25	31-Mar-24
	£	£
Current Account	38,059	18,356
Long term deposits	322,999	422,432
	361,058	440,788

13) Creditors: Falling due within one year

	31-Mar-25	31-Mar-24
	£	£
Trade Creditors	1,372	6,506
Accruals	2,775	2,790
Pension Payable	163	163
	4,310	9,459

14) Movement in Funds

	At 1 April 2024 £	Income £	Expenditure £	At 31 March 2025 £
Current Year				
Unrestricted Funds				
General fund	437,418	54,920	(103,847)	388,491
Total Funds	437,418	54,920	(103,847)	388,491

	At 1 April 2023 £	Income £	Expenditure £	At 31 March 2024 £
Prior Year				
Unrestricted Funds				
General fund	506,332	37,509	(106,423)	437,418
Total Funds	506,332	37,509	(106,423)	437,418

SAFER TOURISM FOUNDATION

England & Wales - Charity number 1168944

Accounts

Safer Tourism Foundation

(A company limited by guarantee)

**Report and Financial Statements
For the Year Ended 31 March 2024**

Charity Number: 1168944

Company Registration Number: 09670319

SAFER TOURISM FOUNDATION

Contents

Contents

Board of Trustees and Professional Advisers	3
Report of the Trustees.....	4
Independent Examiner's Report to the Trustees of Safer Tourism Foundation.....	7
Statement of Financial Activity for the year ended 31 March 2024	8
Balance Sheet as at 31 March 2024	9
Statement of Cash Flow for the year ended 31 March 2024.....	10
Notes forming part of the Financial Statements for the year ended 31 March 2024.....	11-16

SAFER TOURISM FOUNDATION

Board of Trustees and Professional Advisers

Charity Registration Number: 1168944

Company Registration Number: 09670319

Trustees

Ailles, Ian Simon

Allis, Anne

Carter, Paul Andrew - Chair appointed 1st January 2024

Deason, Edward Lytton

Lagerweij, Hans Bernard

Parselle, Colin James

Russell, Janet Lesley

Chief Executive Officer

Atkinson, Katherine

Registered Office

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Guildford
Surrey
GU4 7HL

Accountants

ExcluServ Limited
133 Deepcut Bridge
Camberley
Surrey
GU16 6SD

Banker:

National Westminster Bank
151 High Street
Guildford GU1 3AH

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Introduction

This report details the activities, achievements, plans and performance of the Safer Tourism Foundation, a UK based charity established after the deaths of two children, Bobby and Christi Shepherd, who died from carbon monoxide poisoning whilst on holiday in Corfu in 2006. Bobby and Christi's mother, Sharon Wood, worked with Thomas Cook to develop the Safer Tourism Foundation as a positive legacy from this tragedy. Thomas Cook provided the initial funding for the charity.

Public Benefit

The Safer Tourism Foundation works to reduce the number of preventable deaths, injuries and illnesses occurring to British tourists. This is encapsulated in the charity's mission statement:

"To save lives and reduce preventable harm to people on holiday."

The Safer Tourism Foundation aims to influence the practices of a range of organisations within and related to the travel industry to help reduce the risks to tourists. This is done by working directly with travel companies to understand the risks faced by their customers and the procedures in place to mitigate those risks, by encouraging greater collaboration within the industry and with experts outside it, and by building the evidence base of incidents and accidents occurring to tourists in order to identify and prioritise areas for action.

The charity also aims to raise awareness amongst the travelling public of the risks they may face on holiday abroad and how better to manage those risks to keep themselves and their families safe and well. Evidence gathered from travel companies and others suggests that personal decision making and behaviour plays an important role in many accidents occurring abroad and so the Safer Tourism Foundation aims to raise awareness of this and to change traveller behaviour through targeted consumer campaigns and by providing practical, no nonsense advice aimed at a wide range of travellers and holiday types / activities.

The Safer Tourism Foundation works with a wide range of other organisations with expertise relevant to its charitable purposes, including the Consular Service at the Foreign, Commonwealth and Development Office, with industry associations, with organisations working in the field of carbon monoxide awareness and with other charities whose objectives align with our own.

The Trustees have paid due regard to the Charity Commission's guidance on public benefit in deciding the activities undertaken during the year.

Performance and Future Plans

This reporting period saw a significant upturn in activity for the charity, with the reinvigoration of the Safer Tourism Pledge programme and the appointment of new staff to the charity. We were able to collect anonymised customer incident data from all Pledge partner companies and used our analysis of this data to shape our work influencing travel providers and traveller behaviour.

This comprehensive dataset can now form what is effectively a baseline year against which future trends in incidents can be tracked and campaigns and communications shaped. We are hugely grateful to all of our Pledge partner companies for trusting us with this data which is essential to our work.

During the pandemic the Board of Trustees made the decision not to request any financial contributions from Pledge partners towards the Pledge programme of work; as the travel industry returned to a new normal, the Board agreed we would reinstate the requests for financial contributions for the financial year 2023/24. Our gratitude goes to all Pledge partner companies for continuing to contribute financially as well as through expertise, time and data, to the charity's work. We were particularly delighted to welcome TUI and Audley Travel as formal Safer Tourism Pledge partners during the year.

We shared the findings from our data analysis with industry partners at an event kindly hosted by Travelopia in Crawley in November. John Telfer helped to shape a wide-ranging discussion about the potential impacts on customer safety of a changing climate, and we ran a practical workshop showing how the COM-B model of behaviour change might help to shape new interventions to prevent bicycle accidents (on gravelly descents).

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

A key finding from our data analysis was the prevalence of, and potential risk mitigations for, customers travelling with life-threatening food allergies. We developed a specialist workshop on this issue with the help of allergy expert Dr Hazel Gowland, and ran this in-depth systems-based event generously hosted by Hotelplan at their offices in Farnborough in March. We challenged participants to look across the travel product and customer journey to identify areas where additional controls could be introduced to help keep travellers with severe allergies safe. We will continue to work on this issue in 2024/5 and to support industry partners to make improvements as incidents of fatalities from allergies continue to occur and are widely reported in the media.

Another finding driven by our dataset was the frequency with which customers find themselves on a trip or engaged in an activity that moves them way beyond their comfort zone and into a position of danger, sometimes due to changes in physical capacity that often occur naturally over time. We worked with the Sales team at Travelopia to develop bespoke training designed to help sales colleagues ask the right questions in a sensitive manner to establish what type of trip or activity would provide potential customers with the most suitable holiday for them. Feedback from the training was excellent, with most participants saying they would be trying out these techniques in forthcoming sales conversations with customers.

Our communications and campaigns work continues to be driven by a strong understanding of behavioural science, led by our charity's Chief Executive, Katherine Atkinson. Kathy continues to develop this speciality and to encourage travel companies to utilise behavioural science to help keep customers and suppliers safe and well. Kathy was invited to speak at a panel linking safety and sustainability at A World For Travel in Seville in September 2023, and was able to use this opportunity to demonstrate how behaviour change approaches can help address and link the issues presented by climate change and health and safety in travel.

We were delighted to appoint Stephanie Boyle as our new Head of Communications and Campaigns in August 2023 following the departure after five years of Jane Hewin, in May. We thank Jane for all her work with the charity over that time and wish her well in the future.

Stephanie developed a comprehensive strategy to redesign, build and relaunch the charity's brand and website, a project which was completed in early 2024. Our much-improved website, more appropriate branding and clearer messaging have received excellent feedback from partners and we are already reaping benefits in the digital space. We are grateful to Stephanie for making such a difference in her first few months at Safer Tourism.

During the year we continued to be an active Travelaware partner, connecting with the Consular Team at the Foreign, Commonwealth and Development Office. We met colleagues at ABTA and AITO during the year and are grateful to ABTA for donating to us a copy of its Technical Guide for Tourism Accommodation Health and Safety.

We had productive discussions with two insurance providers, AXA and tif Group, as well as an exploratory discussion with underwriters Seventeen Group. We are grateful to each of these companies for approaching our charity's purpose so positively, and for continuing to work with us to explore a future relationship with the insurance industry. This is something we will continue to work towards in 2024/5.

Financial Summary

The financial position of the charity at the year end is set out on page 9. The charity's total expenditure for the year was £106,423. There were two sources of income: £21,000 was received in contributions from Safer Tourism Pledge partner companies (tour operators); £16,509 was generated through accrued interest from the charity's investment of its reserves. The overall deficit for the year was £68,914.

At the end of the year £437,418 remained within the charity's reserves, all being unrestricted reserves. These funds are spread between a number of fixed rate charity savings accounts, in line with our investments and reserves policies (which are reviewed annually). Decisions about investment accounts are made jointly by the Chief Executive, Treasurer and Chair.

The vast majority of charitable expenditure was used to deliver two strategic objectives: influencing the travel industry and raising public awareness about travel risks.

Free reserves at the year end amount to £437,418.

Risk management

The charity has a comprehensive risk register which includes risks related to reputation, resources, management and governance. This register is updated every quarter and reviewed by Trustees Board at each Board meeting. Each risk is assigned to a lead Trustee and has an action plan for managing the risk.

The key risks for the charity are in relation to the potential to generate and sustain sufficient income for the charity over the long term. Contributions towards the charity's funding provided through the Safer Tourism Pledge programme provide

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

valuable core funding, but these contributions only fund a minority of the charity's expenditure. The staff and Trustees continue to seek additional income through work with other sectors.

Governing document: Incorporation

Safer Tourism Foundation is a registered charity and incorporated as a company limited by guarantee. It has been registered as an independent charity since August 2016. It is governed by its Memorandum and Articles of Association.

Structure and Governance

The Safer Tourism Foundation is overseen by a Board of Trustees, who act in a voluntary capacity. There are currently seven Trustees, who are recruited through open advertisement (usually through Linked In), and shortlisted against the person spec. All potential Trustees are then interviewed prior to their appointment by the Chief Executive and the Chair. All new Trustees receive key documentation related to the role of a charity trustee and they have an induction meeting with the Chief Executive to brief them on the charity's purpose and strategy. The Board meets four times a year, usually in London. There is a succession plan for all Trustees to ensure further recruitment and a smooth handover at the end of each Trustee's term of appointment.

The Board of Trustees held four meetings during the year, in line with the Foundation's Articles of Association. Ian Ailles, our founding Chair, stepped down from his role after serving 6 years, and we welcomed Paul Carter as our new Chair. We are hugely grateful to Ian for all his support during the set-up phase of the charity and we are delighted that he will continue to be a Trustee for a while longer.

The Safer Tourism Foundation is a small charity with two staff, each of whom works 0.6 Full Time Equivalent. Staff salaries are reviewed once a year, usually in the spring, with any salary increases taking into account current price inflation, and the charity's financial position (affordability)

This report of the Trustees has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006. It was approved, and authorised for issue by the Board on 28 October 2024 and signed on its behalf by



Paul Carter
Chairman

SAFER TOURISM FOUNDATION

Independent Examiner's Report to the Trustees of Safer Tourism Foundation

Independent Examiner's Report to the Trustees of Safer Tourism Foundation

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 March 2024 which are set out on pages 8 to 16.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



S Plumb ACA
ICAEW
Haines Watts
Old Station House
Station Approach
Newport Street
Swindon
SN1 3DU

Date 28 October 2024

SAFER TOURISM FOUNDATION
Statement of Financial Activities (incorporating income and expenditure) for the year ended 31 March 2024

	Notes	Unrestricted 2024 £	Restricted 2024 £	Total Funds 2024 £	Total Funds 2023 £
Income and endowments from:					
Donations and legacies	2	21,000	-	21,000	-
Income from investments	3	16,509	-	16,509	6,955
Total income and endowments		37,509	-	37,509	6,955
Expenditure on:					
Charitable activities	4	106,423	-	106,423	91,255
Total Expenditure		106,423	-	106,423	91,255
Net Income/(expenditure) for the year		(68,914)	-	(68,914)	(84,300)
Transfer between funds		-	-	-	-
Net movement of funds		(68,914)	-	(68,914)	(84,300)
Reconciliation of funds					
Total funds brought forward	14	506,332	-	506,332	590,632
Total funds carried forward		437,418	-	437,418	506,332

All recognised gains and losses are included in the above Statement of Financial Activities. All income and expenditure derives from continuing activities.

SAFER TOURISM FOUNDATION

Balance Sheet as at 31 March 2024

	Notes	31-Mar-24 £	31-Mar-23 £
Fixed Assets			
Tangible assets	10	-	-
Current Assets			
Debtors and prepayments	11	6,089	2,406
Cash at bank and in hand	12	440,788	507,723
		446,877	510,129
Creditors: Amounts falling due within one year	13	(9,459)	(3,797)
Net Current Assets /(liabilities)		437,418	506,332
Net Assets /(liabilities)		437,418	506,332
The funds of the charity:			
Restricted Funds	14	-	-
Unrestricted Funds	14	437,418	506,332
Total charity funds		437,418	506,332

For the year ended 31 March 2024 the Charity was entitled to exemption under sections 477 of the Companies Act 2006 relating to small companies. Trustees' responsibilities:

- (i) The trustees have not required the Charity to obtain an audit of its accounts for the year in question in accordance with section 476;
- (ii) The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies' subject to the small companies' regime. They were approved, and authorised for issue, by the trustees on 28 October 2024 and signed on their behalf by:



Paul Carter
Chairman

The notes on pages 11 - 16 form part of these financial statements.

SAFER TOURISM FOUNDATION

Statement of Cash Flow as at 31 March 2024

	31-Mar-24	31-Mar-23
	£	£
Net cash flow from operating activities	(66,935)	(84,194)
Cash flow from investing activities		
Net cash flow from investing activities	-	-
Net increase / (decrease) in cash and cash equivalents	(66,935)	(84,194)
Cash and cash equivalents at 1 Apr 2023	507,723	591,917
Cash and cash equivalents at 31 Mar 2024	440,788	507,723
Cash and cash equivalents consists of:		
Cash at bank and in hand	440,788	507,723
Cash and cash equivalents at 31 Mar 2024	440,788	507,723
	-	-

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	31-Mar-24	31-Mar-23
	£	£
Net income / (expenditure) for year / period	(68,914)	(84,300)
Decrease in debtors	(3,683)	1,455
Increase / (decrease) in creditors	5,662	(1,349)
Net cash flow from operating activities	(66,935)	(84,194)

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

1) Accounting Policies

(a) Basis of preparation of financial statements

Safer Tourism Foundation is a company registered in England and Wales. The address of the registered office is given in the charity information on page 3 of these financial statements. The nature of the charity's operations and principal activities are set out in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Account Practice.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

(b) Company status

Safer Tourism Foundation is a private company limited by guarantee. In the event of the Charity being wound up, the liability in respect of guarantee is limited to £1 per member of the Charity.

(c) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

(d) Income

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Income from the sale of goods and services is recognised on delivery.

Income tax recoverable on Gift Aid donations is recognised at the time of receipt of the donations.

(e) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised when there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

Support costs, which cannot be directly attributed to particular activities, have been apportioned proportionately on a basis consistent with the use of the resources. Governance costs include the costs of servicing the Board of Trustees' meetings, independent examination and strategic planning.

(f) Tangible fixed assets and depreciation

All assets costing more than £150 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets to the nearest month starting in the month of acquisition, at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	3 years
--------------------	---------

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

(g) Debtors and prepayments

Trade and other debtors are recognised at the settlement amount due after any trade discounts. Prepayments are valued at the amount prepaid net of any discounts.

(h) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount to settle the obligation can be measured or estimated reliably.

(i) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(j) Pension contributions

Safer Tourism Foundation does not maintain a staff pension scheme but, instead, contributes to individual staff personal pension plans. The charge to the Statement of Financial Activities represents the amounts payable to the funds during the year.

(k) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The charity is not registered for VAT purposes. Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

(l) Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2) Grants, donations and legacies

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Grants and Donations	21,000	-	21,000	-
	21,000	-	21,000	-

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

3) Income from investments

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Interest - deposits	16,509	-	16,509	6,955
	16,509	-	16,509	6,955

4) Analysis of expenditure on charitable activities

	Activities undertaken directly	Support costs	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Building the evidence	-	11,751	11,751	9,647
Influence travel industry	710	42,486	43,196	34,658
Public awareness	4,800	41,630	46,430	42,386
Evaluation and impact	-	5,046	5,046	4,564
	5,510	100,913	106,423	91,255

5) Allocation of support costs

	Building the evidence	Influence travel industry	Public Awareness	Evaluation and impact	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£	£	£
Governance	437	1,164	1,164	146	2,910	1,216
Staff costs	9,398	36,214	35,358	4,261	85,231	80,790
Finance	1,023	2,728	2,728	341	6,819	6,394
Information technology	543	1,448	1,448	181	3,619	1,559
Office costs	91	242	242	30	605	613
Other	259	690	690	87	1,724	683
	11,751	42,486	41,630	5,046	100,908	91,255

*Basis of support costs allocation is on staff time.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

6) Governance costs

	Unrestricted	Restricted	Total Funds 31 March 2024	Total Funds 31 March 2023
	£	£	£	£
Independent examination	1,140	-	1,140	-
Trustee expenses	710	-	710	46
Bank charges	52	-	52	42
AGM and board meeting costs	75	-	75	148
Company secretarial and legal fees	933	-	933	904
Other	-	-	-	76
	<u>2,910</u>	<u>-</u>	<u>2,910</u>	<u>1,216</u>

7) Employee remuneration

Payroll Details:

	2024 Total	2023 Total
	£	£
Wages and Salaries	79,904	75,824
Social Security Costs	3,061	2,723
Pension contributions	2,269	2,243
	<u>85,234</u>	<u>80,790</u>

	2024	2023
	Number	Number
Chief Executive Officer	1	1
Head of Communications and Campaigns	1	1
Total	<u>2</u>	<u>2</u>

No employee received remuneration of more than £60,000.

8) Trustees' and key management personnel remuneration and expenses

No members of the Board of Trustees received or waived any remuneration (2023: £nil). one member of the Board of Trustees received reimbursements of expenses for £710 for travel (2023: £46).

The total amount of employee benefits received by key management personnel is £54,299 (2023: £50,651). The charity considers its key management personnel to comprise of the Chief Executive Officer.

9) Related Party Transactions

There were no related party transactions in the current year and prior year.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

10) Tangible Fixed Assets

	Computer equipment £	Total 2024 £
Cost:		
At 1 April 2023	2,211	2,211
Additions	-	-
At 31 March 2024	2,211	2,211
Accumulated Depreciation:		
At 1 April 2023	2,211	2,211
Charge for the year	-	-
At 31 March 2024	2,211	2,211
Net book value:		
At 31 March 2023	-	-
At 31 March 2024	-	-

11) Debtors and prepayments

	31-Mar-24 £	31-Mar-23 £
Trade Debtors	3,000	-
Prepayments and accrued income	3,089	2,406
	6,089	2,406

12) Cash at bank and in hand

	31-Mar-24 £	31-Mar-23 £
Current Account	18,356	4,471
Long term deposits	422,432	503,252
	440,788	507,723

13) Creditors: Falling due within one year

	31-Mar-24 £	31-Mar-23 £
Trade Creditors	6,506	71
Accruals	2,790	1,500
PAYE/ NI Payable	-	1,931
Pension Payable	163	295
	9,459	3,797

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2024

14) Movement in Funds

Current Year	At 1 April 2023	Income	Expenditure	At 31 March 2024
	£	£	£	£
Unrestricted Funds				
General fund	506,332	37,509	(106,423)	437,418
Total Funds	506,332	37,509	(106,423)	437,418

-

Prior Year	At 1 April 2022	Income	Expenditure	At 31 March 2023
	£	£	£	£
Unrestricted Funds				
General fund	590,632	6,955	(91,255)	506,332
Total Funds	590,632	6,955	(91,255)	506,332

SAFER TOURISM FOUNDATION

England & Wales - Charity number 1168944

Accounts

Safer Tourism Foundation
(A company limited by guarantee)

Report and Financial Statements
For the Year Ended 31 March 2021

Charity Number: 1168944

Company Registration Number: 09670319

SAFER TOURISM FOUNDATION

Contents

Contents

Board of Trustees and Professional Advisers	3
Report of the Trustees.....	4
Independent Examiner's Report to the Trustees of Safer Tourism Foundation.....	7
Statement of Financial Activity for the year ended 31 March 2021	8
Balance Sheet as at 31 March 2021	9
Statement of Cash Flow for the year ended 31 March 2021.....	10
Notes forming part of the Financial Statements for the year ended 31 March 2021.....	11-16

SAFER TOURISM FOUNDATION

Board of Trustees and Professional Advisers

Charity Registration Number: 1168944

Company Registration Number: 09670319

Trustees

Ailles, Ian Simon

Fankhauser, Peter – Resigned on 9 October 2020

Wood, Sharon Lorraine

Lagerweij, Hans Bernard

Lishman, Gordon

Russell, Janet Lesley

Deason, Edward Lytton

Tighe, Adrian Gerrard Noel – Resigned on 9 October 2020

Parselle, Colin James – Appointed 1 December 2020

Chief Executive Officer

Atkinson, Katherine

Registered Office

Astolat
Coniers Way
Guildford
Surrey
GU4 7HL

Independent Examiner

Janice Matthews FCA,
Menzies LLP
Centrum House
36 Station Road
Egham
Surrey
TW20 9LF

Accountants

ExcluServ Limited
133 Deepcut Bridge
Camberley
Surrey
GU16 6SD

Banker:

National Westminster Bank
151 High Street
Guildford GU1 3AH

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

Objectives and Activities

The Safer Tourism Foundation aims to reduce the number of preventable deaths, injuries and illnesses occurring to British tourists. It was established after the deaths of two children, Bobby and Christi Shepherd, who died from carbon monoxide poisoning whilst on holiday in Corfu in 2006. Bobby and Christi's mother, Sharon Wood, worked with Thomas Cook to develop the Safer Tourism Foundation as a positive legacy from this tragedy. Thomas Cook provided the initial funding for the charity.

The Safer Tourism Foundation aims to influence the practices of a range of organisations within and related to the travel industry to help reduce the risks to tourists. This is done by working directly with travel companies to understand the risks faced by their customers and the procedures in place to mitigate those risks, by encouraging greater collaboration within the industry and with experts outside it, and by building the evidence base of incidents and accidents occurring to tourists in order to identify and prioritise areas for action.

The charity also aims to raise awareness amongst the travelling public of the risks they may face on holiday abroad and how better to manage those risks to keep themselves and their families safe and well. Evidence gathered from travel companies and others suggests that personal decision making and behaviour plays an important role in many accidents occurring abroad and so the Safer Tourism Foundation aims to raise awareness of this and nudge behaviour through targeted consumer campaigns and by providing practical, no nonsense advice aimed at a wide range of travellers and holiday types / activities.

The Safer Tourism Foundation works with a wide range of other organisations with expertise relevant to its charitable purposes, including the Consular Service at the Foreign, Commonwealth and Development Office, with industry associations, with organisations working in the field of carbon monoxide awareness and with other charities whose objectives align with our own.

Performance and Lookahead

The Coronavirus pandemic, with its successive lockdowns and government advice against all but essential travel to most holiday destinations during 2020/21, led to a huge reduction in foreign travel during the year. Travel companies' activity was focused on processing refunds and moving existing bookings to future dates; there was little space to consider health and safety developments beyond Covid. With Covid at the forefront of everyone's minds, it was also judged to be the wrong time to run consumer campaigns on other travel risks. The Foundation paused its work in March 2020 and placed the two (part time) members of staff on furlough from 1st April.

With the easing of foreign travel restrictions in the late summer / autumn, the charity was able to undertake some limited work with travel companies, particularly in relation to the Safer Tourism Pledge. We undertook a successful validation meeting with Travelopia (tailormade) and we ran a learning event in October to share the experience of developing and implementing Covid protocols, beginning to explore the potential impact on future risk management.

The Foundation's Trustees decided to waive all fees related to the Pledge for the financial year due to the unprecedented financial challenges facing the industry.

However, as the lockdown returned in November and then over the winter months, the opportunities to work with the industry, or to talk to consumers, dried up again.

During the year the Foundation took the opportunity of increased UK based holidays to examine its focus on foreign travel. As several travel companies ran trips within the UK (sometimes for the first time) the Foundation recognised the risks presented in particular by UK coastal water activities and by carbon monoxide for campers and glampers. During the year we began to explore the evidence base and potential collaborations with organisations concerned with these issues. The shift to working on domestic tourism as well as overseas holidays will require the building of new relationships and new data gathering in the coming years. We will review the balance between foreign and domestic activity when the travel industry has recovered further.

The Board of Trustees held four virtual meetings during the year. In line with the Foundation's Articles of Association the charity was required to ask two of its Trustees to step down, to ensure regular refreshment of the Board. We were sorry to say goodbye to Peter Fankhauser and to Adrian Tighe, who resigned as Trustees after 5 and 3 years' service respectively. We are enormously grateful to Peter for being a driving force behind the charity's establishment, and to Adrian for taking on the role as our first Treasurer, and we wish them every success in the future.

As at March 2021 foreign travel was still effectively banned by the UK government, but as we look forward to a better year in 2021/22 the charity plans to reassess its focus (for example, the balance between domestic and foreign travel) and to refresh its relationships across a wide range of sectors. We know the British public retains the appetite to travel and we want to support a safe and healthy return to holidays as soon as possible.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

Financial Report

This report covers the period 1 April 2020 to 31 March 2021.

The charity began the year with reserves of £691,861 and ended it with £658,253.

Total expenditure for 2020/21 was £87,981. This comprised staff salaries for the two members of staff who were placed on furlough or flexi furlough for most of the year, and charitable activity undertaken to deliver the Safer Tourism Pledge and on domestic tourism campaigns (largely focused on camping and caravanning) during the year.

Income totalled £54,373 of which £44,489 was salary subsidy provided by the UK government's Coronavirus Job Retention Scheme.

Due to the financial crisis affecting the travel industry the Trustees agreed at the start of the year not to request cash contributions from those companies signed up to the Safer Tourism Pledge for this financial year. This decision will be reviewed in light of market and travel developments in 2021/22.

Safer Tourism Trading Limited remained dormant during this period.

The charity is a company limited by guarantee with the members of the company during this period being liable to a maximum sum of £1 in the event that the charity winds up. It is governed by its Memorandum and Articles of Association and was registered as a charity by the Charity Commission in August 2016.

The Board of Trustees met four times during the year, in April, July, October and February. Trustees took an active role in supporting the charity during the year, particularly in helping to implement the Safer Tourism Pledge through supporting the validation meetings with Pledge partners. Three trustees provided direct support to undertake the Pledge activity, and a small daily fee was paid for this, totalling £800 during the year.

The Foundation employs two members of staff, both part time at 0.6 Full Time Equivalent: Chief Executive, Katherine Atkinson; and Head of Communications and Campaigns, Jane Hewin.

Trustees' responsibilities in relation to the financial statements

The charity trustees (who are also the directors of the Safer Tourism Foundation for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

SAFER TOURISM FOUNDATION

Trustees Report to Safer Tourism Foundation

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

The report was approved on 19th November 2021 by the board, and signed on its behalf: -



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Ian Ailles
Chairman

SAFER TOURISM FOUNDATION

Independent Examiners Report to the Trustees of Safer Tourism Foundation

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2021.

This report is made solely to the company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the company and the company's Trustees as a body, for my work or for this report.

Responsibilities and basis of report

As the Trustees of the company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I can confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:
Janice Matthews
634F24DE92A4471...

14-Dec-2021

Janice Matthews FCA

Date

Menzies LLP

Chartered Accountants

Centrum House
36 Station Road
Egham
Surrey
TW20 9LF

SAFER TOURISM FOUNDATION
**Statement of Financial Activities (incorporating income and
expenditure) for the year ended 31 March 2021**

	Notes	Unrestricted 2021 £	Restricted 2021 £	Total Funds 2021 £	Total Funds 2020 £
Income and endowments from:					
Grants, donations and legacies	2	-	44,489	44,489	11,000
Income from investments	3	9,884	-	9,884	14,629
Total income and endowments		9,884	44,489	54,373	25,629
Expenditure on:					
Raising funds	4	-	-	-	20
Charitable activities	4	43,492	44,489	87,981	105,754
Total Expenditure		43,492	44,489	87,981	105,774
Net Income/(expenditure) for the year		(33,608)	-	(33,608)	(80,145)
Transfer between funds		-	-	-	-
Net movement of funds		(33,608)	-	(33,608)	(80,145)
Reconciliation of funds					
Total funds brought forward	14	691,861	-	691,861	772,006
Total funds carried forward		658,253	-	658,253	691,861

All recognised gains and losses are included in the above Statement of Financial Activities. All income and expenditure derives from continuing activities.

SAFER TOURISM FOUNDATION

Balance Sheet as at 31 March 2021

	Notes	2021 £	2020 £
Fixed Assets			
Tangible assets	10	-	289
Current Assets			
Debtors and prepayments	11	6,911	15,007
Cash at bank and in hand	12	655,298	682,649
		662,209	697,656
Creditors: Amounts falling due within one year	13	(3,956)	(6,084)
Net Current Assets /(liabilities)		658,253	691,572
Net Assets /(liabilities)		658,253	691,861
The funds of the charity:			
Restricted Funds	14	-	-
Unrestricted Funds	14	658,253	691,861
Total charity funds		658,253	691,861

For the year ended 31 March 2021 the Charity was entitled to exemption under sections 477 of the Companies Act 2006 relating to small companies. Trustees' responsibilities:

- (i) The trustees have not required the Charity to obtain an audit of its accounts for the year in question in accordance with section 476;
- (ii) The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies' subject to the small companies' regime. They were approved, and authorised for issue, by the trustees on 15th October 2021 and signed on their behalf by:



Ian Ailles
Chairman

The notes on pages 11 - 16 form part of these financial statements.

SAFER TOURISM FOUNDATION

Statement of Cash Flow as at 31 March 2021

	2021	2020
	£	£
Net cash flow from operating activities	(27,351)	(94,278)
Cash flow from investing activities		
Payments to acquire tangible fixed assets	-	-
Net cash flow from investing activities	-	-
Net increase / (decrease) in cash and cash equivalents	(27,351)	(94,278)
Cash and cash equivalents at 1 Apr 2020	682,649	776,927
Cash and cash equivalents at 31 Mar 2021	655,298	682,649
Cash and cash equivalents consists of:		
Cash at bank and in hand	655,298	682,649
Cash and cash equivalents at 31 Mar 2021	655,298	682,649

Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2021	2020
	£	£
Net income / (expenditure) for year / period	(33,608)	(80,145)
Decrease / (increase) in debtors	8,096	(15,007)
(Decrease) / increase in creditors	(2,128)	224
Depreciation	289	650
Net cash flow from operating activities	(27,351)	(94,278)

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

1) Accounting Policies

(a) Basis of preparation of financial statements

Safer Tourism Foundation is a company registered in England and Wales. The address of the registered office is given in the charity information on page 3 of these financial statements. The nature of the charity's operations and principal activities are set out in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Account Practice.

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

(b) Company status

Safer Tourism Foundation is a private company limited by guarantee. In the event of the Charity being wound up, the liability in respect of guarantee is limited to £1 per member of the Charity.

(c) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

(d) Income

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Income from the sale of goods and services is recognised on delivery.

The charity received government support through the Coronavirus Job Retention Scheme (CJRS) which is accounted for on the accrual basis, in donations and legacies in the Statement of Financial Activities.

Income tax recoverable on Gift Aid donations is recognised at the time of receipt of the donations.

(e) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised when there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

Support costs, which cannot be directly attributed to particular activities, have been apportioned proportionately on a basis consistent with the use of the resources. Governance costs include the costs of servicing the Board of Trustees' meetings, independent examination and strategic planning.

(f) Tangible fixed assets and depreciation

All assets costing more than £150 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets to the nearest month starting in the month of acquisition, at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer equipment	3 years
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SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

(g) Debtors and prepayments

Trade and other debtors are recognised at the settlement amount due after any trade discounts. Prepayments are valued at the amount prepaid net of any discounts.

(h) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount to settle the obligation can be measured or estimated reliably.

(i) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

(j) Pension contributions

Safer Tourism Foundation does not maintain a staff pension scheme but, instead, contributes to individual staff personal pension plans. The charge to the Statement of Financial Activities represents the amounts payable to the funds during the year.

(k) Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

The charity is not registered for VAT purposes. Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

(l) Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

The COVID-19 viral pandemic is one of the most significant economic events for the UK with unprecedented levels of uncertainty of outcomes. It is therefore difficult to evaluate all of the potential implications on the charity's operations, funding, suppliers and wider economy. The Trustees' view on the impact of COVID-19 is that, given the measures that could be undertaken to mitigate the current adverse conditions and the current resources available, they can continue to adopt the going concern basis in preparing the financial statements.

2) Grants, donations and legacies

	Unrestricted	Restricted	Total Funds 31 March 2021	Total Funds 31 March 2020
	£	£	£	£
Grants and Donations	-	44,489	44,489	11,000
	-	44,489	44,489	11,000

Grant received in the current year is from the Coronavirus Job Retention Scheme (CJRS) from HMRC. The prior year income included contributions towards the Safer Tourism Pledge Programme.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

3) Income from investments

	Unrestricted	Restricted	Total Funds 31 March 2021	Total Funds 31 March 2020
	£	£	£	£
Interest - deposits	9,884	-	9,884	14,629
	9,884	-	9,884	14,629

4) Analysis of expenditure on charitable activities

	Activities undertaken directly	Raising Funds	Support costs	Total Funds 31 March 2021	Total Funds 31 March 2020
	£	£	£	£	£
Building the evidence	-	-	9,062	9,062	9,850
Influence travel industry	-	-	32,894	32,894	38,359
Public awareness	1,692	-	40,020	41,712	52,966
Evaluation and impact	-	-	4,314	4,314	4,600
	1,692	-	86,289	87,981	105,774

5) Allocation of support costs

	Building the evidence	Influence travel industry	Public Awareness	Evaluation and impact	2021 Total	2020 Total
	£	£	£	£	£	£
Governance	285	761	761	96	1,903	4,085
Staff costs	7,765	29,437	36,563	3,882	77,646	78,690
Finance	686	1,830	1,830	228	4,574	5,508
Information technology	48	128	128	15	319	1,461
Human Resources	-	-	-	-	-	109
Office costs	111	295	295	37	738	800
Depreciation	44	116	116	15	291	650
Other	123	327	327	41	818	563
	9,062	32,894	40,020	4,314	86,289	91,866

*Basis of support costs allocation is on staff time.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

6) Governance costs

	Unrestricted	Restricted	2021 Total	2020 Total
	£	£	£	£
Independent examination	1,140	-	1,140	1,210
Trustee expenses	84	-	84	1,489
Bank charges	45	-	45	84
AGM and board meeting costs	41	-	41	35
Company secretarial and legal fees	593	-	593	804
Other	-	-	-	463
	<u>1,903</u>	<u>-</u>	<u>1,903</u>	<u>4,085</u>

7) Employee remuneration

Payroll Details:	2021 Total	2020 Total
	£	£
Wages and Salaries	73,260	73,260
Social Security Costs	3,088	4,132
Pension contributions	1,298	1,298
	<u>77,646</u>	<u>78,690</u>

	2021	2020
	Number	Number
Chief Executive Officer	1	1
Head of Communications and Campaigns	1	1
Total	<u>2</u>	<u>2</u>

No employee received remuneration of more than £60,000.

8) Trustees' and key management personnel remuneration and expenses

No members of the Board of Trustees received or waived any remuneration (2020: £nil). No members of the Board of Trustees received reimbursement of expenses (2020: Four members for £1,489 for travel expenses).

The total amount of employee benefits received by key management personnel is £48,718 (2020: £48,740). The charity considers its key management personnel to comprise of the Chief Executive Officer.

9) Related Party Transactions

There were no related party transactions in the current year and prior year.

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

10) Tangible Fixed Assets

	Computer equipment £	Total 2021 £
Cost:		
At 1 April 2020	2,211	2,211
Additions	-	-
At 31 March 2021	2,211	2,211
Accumulated Depreciation:		
At 1 April 2020	1,922	1,922
Charge for the year	289	289
At 31 March 2021	2,211	2,211
Net book value:		
At 31 March 2020	289	289
At 31 March 2021	-	-

11) Debtors and prepayments

	2021 Total £	2020 Total £
Prepayments and accrued income	6,911	7,007
Trade Debtors	-	8,000
	6,911	15,007

12) Cash at bank and in hand

	2021 Total £	2020 Total £
Current Account	311,102	47,713
Long term deposits	344,196	634,936
	655,298	682,649

13) Creditors: Falling due within one year

	2021 Total £	2020 Total £
Trade Creditors	329	3,896
Accruals	2,187	2,188
PAYE/ NI Payable	1,440	-
	3,956	6,084

SAFER TOURISM FOUNDATION

Notes to the Financial Statements as at 31 March 2021

14) Movement in Funds

	At 1 April 2020 £	Income £	Expenditure £	At 31 March 2021 £
Restricted Funds				
HMRC - Furlough scheme	-	44,489	(44,489)	-
	<hr/>			
Unrestricted Funds				
General fund	691,861	9,884	(43,492)	658,253
	<hr/>			
Total Funds	691,861	54,373	(87,981)	658,253
	<hr/> <hr/>			